

Beauty and Personal Care Retailing - Europe - January 2020

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“Growth in the beauty and personal care industry is expected to continue unabated in 2020, in part boosted by technological advancements supporting tailored products and experiences.”

– **Armando Falcao, European Retail Analyst**

This report looks at the following areas:

We anticipate that the most successful retailers will be those that ensure they stay in tune with what consumers want, especially when it comes to sustainability, natural ingredients and experiential retailing

This report examines the beauty and personal care retailing market across Europe, focusing mainly on the Big 5 economies: the UK, France, Germany, Italy and Spain.

The data in its entirety is contained in the five-country report, which gives a full overview of beauty retailing in these markets. The Executive Summary – Europe – The Market section also includes market data for the rest of Europe’s leading economies and the leading retailers table is pan-European.

Single country reports are available for the UK, France, Germany, Italy and Spain.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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What we think

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